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# Measuring the Impact of Social and Web Traffic on VMware Revenue

Attribution in an Omni-Channel Campaign

The leading industry event by digital marketers for digital marketers



## Cindy Phan

### Sr. Manager, Digital Campaigns and Strategy

- Joined VMware in Oct 2011
- Passionate & curious about omni-channel marketing, digital campaigns & optimization

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# Sharing My Journey



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# Pilot Story – Early 2014

Problem Statement: Prove that social and digital channels can drive leads and contribute revenues to the sales funnel.

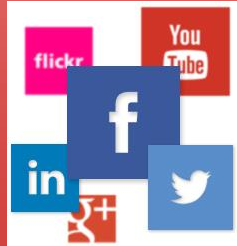
Simple question: Are we able to measure and track a social post or a web promo banner click to the company bottom line in **\$ values**?

# Pilot Campaign Flow (12 weeks)

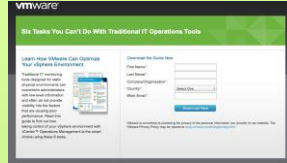
## Corp Website (Owned)



## Corp Social & Communities (Earned)



## Gated Short Form



## 3 High-Value Top-of-Funnel Offers



## New Contacts: Email Nurtures



## Existing Contacts/ Other touch points



## CRM

Form fields for CRM data entry:

- Nombre\*
- Apellido\*
- Empresa u organización\*
- Pais\* (Elegir una respuesta)
- Cursos electrónicos\*
- Teléfono profesional\*
- Departamento\* (Elegir una respuesta)
- Función\* (Elegir una respuesta)
- Cargo\*
- Dirección de la empresa 1\*
- Dirección de la empresa 2\*
- Ciudad\*
- Estado o provincia\*
- Código postal\*
- Sector\* (Elegir una respuesta)
- Cantidad de empleados, o nivel mundial\* (Elegir una respuesta)
- ¿Cuanto con un proyecto de virtualización actual?\*
- ¿Es socio de VMware?\*

## Marketing BI



## Report & Measure Success

# Pilot Campaign Results (6 months later)

3245

Respondents

Raw Leads

Marketing Qualified Lead

Opportunities

Sourced Opportunities  
in Pipeline

**\$3.5M**

Touched Opportunities  
in Pipeline

**\$8.2M**

Qualified

Tech Validation

Business Validation

Agreement  
to Purchase

Won Sourced Opportunities

**\$2.5M**

Qualified

Tech Validation

Business Validation

Agreement  
to Purchase

Won Influenced Opportunities

**\$5.7M**

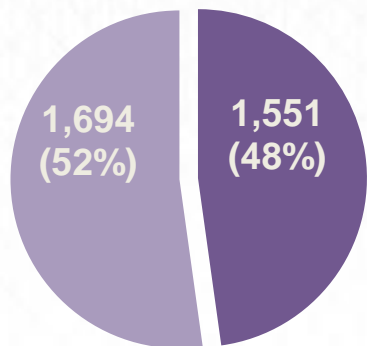
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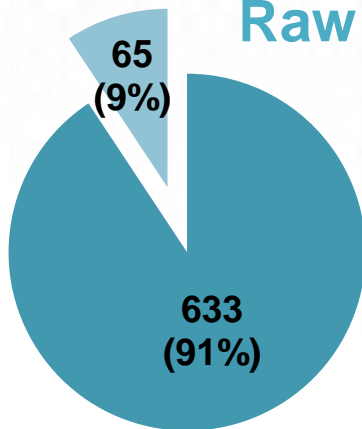
# Findings on Net New...

## Respondents



- Existing respondents
- New respondents

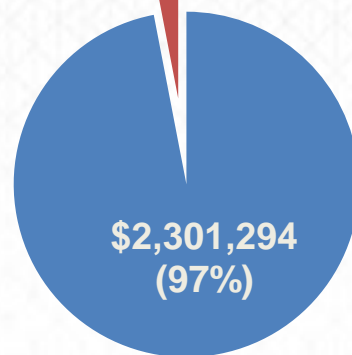
## Raw leads



- Existing raw leads
- New raw leads

\$71,899  
(3%)

## Sourced Opportunities



- Sourced from existing leads
- Sourced from new leads

# Pilot Lessons Learned

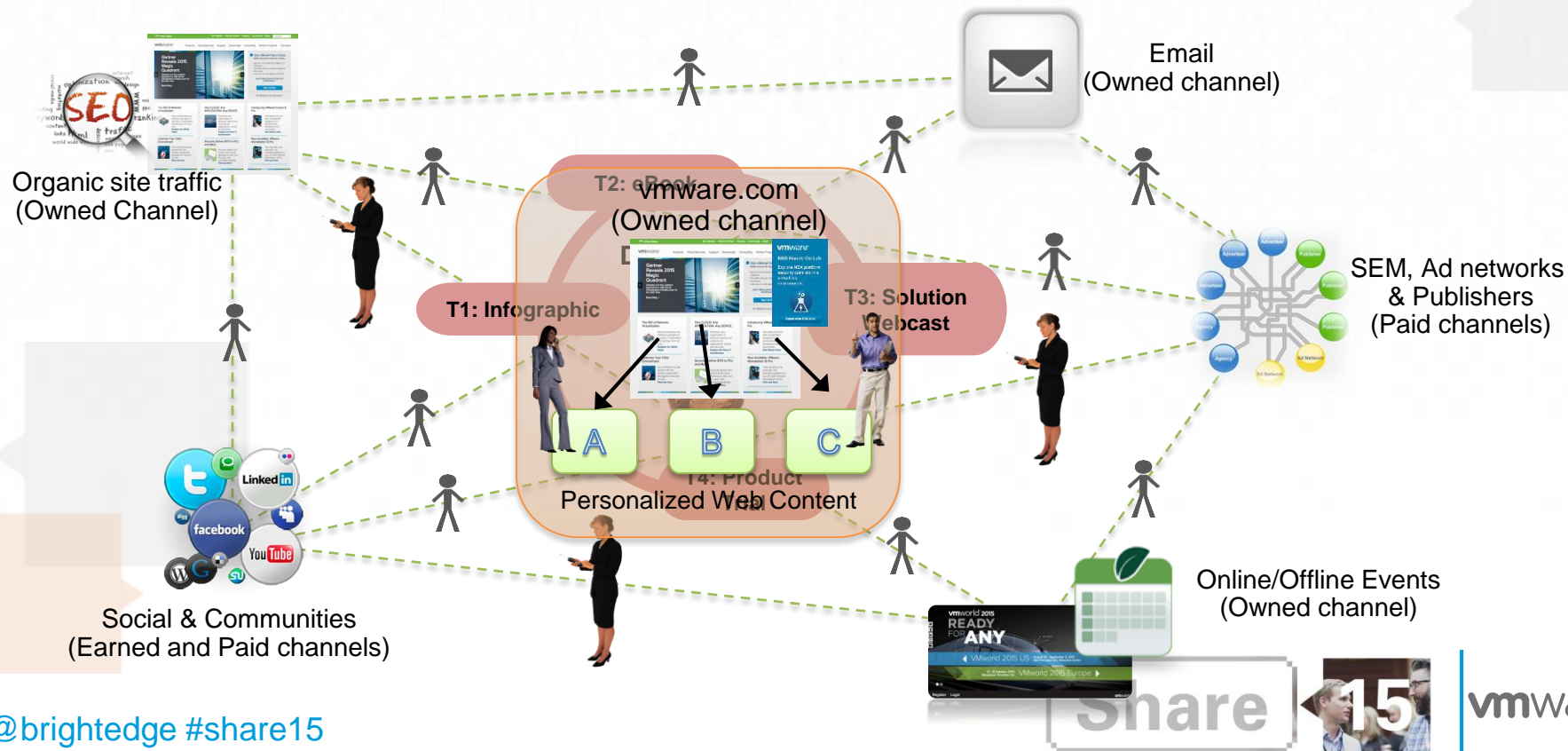
1. Web has the most quality traffic and higher conversion rate
2. Leveraging our Corp channels still brings in >50% of net new respondents
3. Collaborate with cross-functional team helps to leverage each other's strengths and best practices
4. Data and analytics is the backbone of digital campaigns
5. Current systems are not set up in a way that can generate seamless reports, therefore needed custom reports
6. Among social channels, LinkedIn performs better than Twitter



# What Happened After Pilot Launched?

- March 2014 – New VP of Digital Marketing joined VMware
- May 2014 – Pilot became a global program
- Oct 2014 – Digital became the main focus and Always-On Marketing (AOM) Team was formed
- May 2015 – Marketers That Matter - Digital Innovation finalist
- Today – Digital landscape is much more complex...and highly targeted!

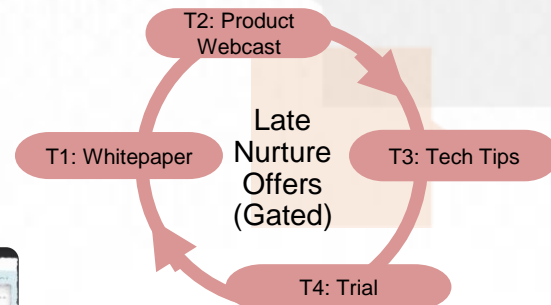
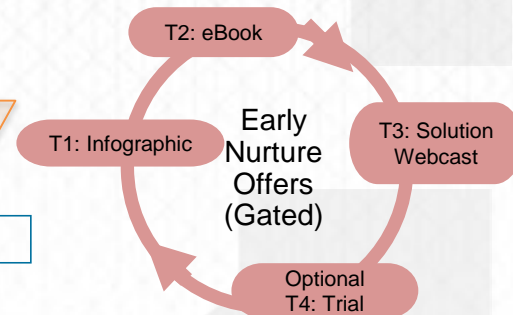
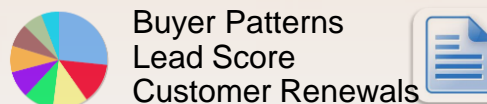
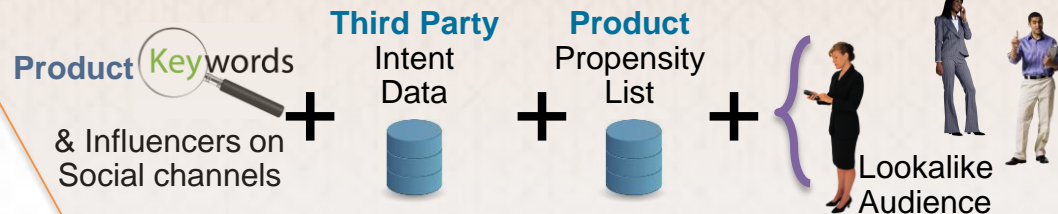
# Omni-Channel Landscape Today



# 1 Channel Digital Nurture

**Objective:** Identity Prospects and Customers across Digital Channels. Leveraging Internal data intelligence and digital tactics to nurture our leads through buying cycle.

## Building Cookie Pool



Up-sale Offer

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# Key Points

- Web and social channels are effective digital channels that can drive leads and contribute revenues to the sales funnel.
- For web, SEO is our foundation to drive high quality traffic. BrightEdge is definitely one of our main resources for SEO.
- B2B industry is definitely shifting marketing strategy from traditional tactics to more digital by leveraging Paid, Owned and Earned digital channels to reach, nurture leads and acquire customers.

# Practical Takeaways

1. Getting buy-in across organizations within your own company is challenging yet achievable when bringing everyone along early.
2. Always equip yourself with data and analytics.
3. At the end of the day, how much a marketing campaign contributes to the company's bottom line is what counts. So pay attention to your ROI.
4. Multi-channel touch points and attribution models are very important when designing campaigns.

# Thank you!



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